

Expanded Profile

2000-2010 Census, 2021 Estimates with 2026 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 40.8405/-76.8334

Monroe Marketplace Selinsgrove, PA 17870	5 mi radius		10 mi radius		20 mi radius	
Population						
Estimated Population (2021)	35,190		69,897		193,972	
Projected Population (2026)	34,663		69,105		191,809	
Census Population (2010)	34,844		68,989		194,205	
Census Population (2000)	34,479		67,053		189,095	
Projected Annual Growth (2021 to 2026)	-527	-0.3%	-792	-0.2%	-2,162	-0.2%
Historical Annual Growth (2010 to 2021)	346	-	908	0.1%	-233	-
Historical Annual Growth (2000 to 2010)	365	0.1%	1,936	0.3%	5,110	0.3%
Estimated Population Density (2021)	448 psm		223 psm		154 psm	
Trade Area Size	78.5 sq mi		314.0 sq mi		1,256.5 sq mi	
Households						
Estimated Households (2021)	14,018		27,241		75,930	
Projected Households (2026)	14,204		27,676		76,761	
Census Households (2010)	14,000		26,857		75,906	
Census Households (2000)	13,595		25,320		71,762	
Estimated Households with Children (2021)	3,591	25.6%	6,984	25.6%	20,082	26.4%
Estimated Average Household Size (2021)	2.30		2.34		2.39	
Average Household Income						
Estimated Average Household Income (2021)	\$73,584		\$78,158		\$75,735	
Projected Average Household Income (2026)	\$87,919		\$93,647		\$90,976	
Estimated Average Family Income (2021)	\$91,634		\$94,771		\$90,994	
Median Household Income						
Estimated Median Household Income (2021)	\$58,051		\$62,239		\$59,528	
Projected Median Household Income (2026)	\$67,270		\$72,207		\$68,898	
Estimated Median Family Income (2021)	\$73,567		\$78,193		\$74,197	
Per Capita Income						
Estimated Per Capita Income (2021)	\$29,997		\$31,057		\$30,343	
Projected Per Capita Income (2026)	\$36,720		\$38,109		\$37,112	
Estimated Per Capita Income 5 Year Growth	\$6,723	22.4%	\$7,052	22.7%	\$6,770	22.3%
Estimated Average Household Net Worth (2021)	\$563,100		\$632,814		\$584,181	
Daytime Demos (2021)						
Total Businesses	1,235		2,310		5,467	
Total Employees	14,337		26,408		63,276	
Company Headquarter Businesses	74	6.0%	122	5.3%	274	5.0%
Company Headquarter Employees	2,815	19.6%	4,824	18.3%	10,931	17.3%
Employee Population per Business	11.6		11.4		11.6	
Residential Population per Business	28.5		30.3		35.5	

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Monroe Marketplace Selinsgrove, PA 17870		5 mi radius		10 mi radius		20 mi radius	
Race & Ethnicity							
White (2021)	32,051	91.1%	64,431	92.2%	179,722	92.7%	
Black or African American (2021)	1,153	3.3%	1,941	2.8%	6,041	3.1%	
American Indian or Alaska Native (2021)	108	0.3%	161	0.2%	370	0.2%	
Asian (2021)	358	1.0%	1,016	1.5%	2,383	1.2%	
Hawaiian or Pacific Islander (2021)	9	-	14	-	48	-	
Other Race (2021)	804	2.3%	1,083	1.5%	2,372	1.2%	
Two or More Races (2021)	707	2.0%	1,252	1.8%	3,036	1.6%	
Not Hispanic or Latino Population (2021)	33,071	94.0%	66,752	95.5%	186,689	96.2%	
Hispanic or Latino Population (2021)	2,119	6.0%	3,146	4.5%	7,283	3.8%	
Not Hispanic or Latino Population (2026)	32,385	93.4%	65,698	95.1%	183,838	95.8%	
Hispanic or Latino Population (2026)	2,279	6.6%	3,407	4.9%	7,972	4.2%	
Not Hispanic or Latino Population (2010)	33,517	96.2%	67,053	97.2%	189,698	97.7%	
Hispanic or Latino Population (2010)	1,326	3.8%	1,937	2.8%	4,507	2.3%	
Not Hispanic or Latino Population (2000)	33,837	98.1%	66,040	98.5%	186,356	98.6%	
Hispanic or Latino Population (2000)	642	1.9%	1,013	1.5%	2,739	1.4%	
Projected Hispanic Annual Growth (2021 to 2026)	160	1.5%	262	1.7%	689	1.9%	
Historic Hispanic Annual Growth (2000 to 2021)	1,477	11.0%	2,132	10.0%	4,544	7.9%	
Age Distribution (2021)							
Age Under 5	1,723	4.9%	3,308	4.7%	10,102	5.2%	
Age 5 to 9 Years	1,764	5.0%	3,520	5.0%	10,563	5.4%	
Age 10 to 14 Years	1,797	5.1%	3,657	5.2%	10,909	5.6%	
Age 15 to 19 Years	2,718	7.7%	5,804	8.3%	12,882	6.6%	
Age 20 to 24 Years	2,952	8.4%	6,220	8.9%	12,693	6.5%	
Age 25 to 29 Years	2,052	5.8%	3,721	5.3%	11,202	5.8%	
Age 30 to 34 Years	2,046	5.8%	3,874	5.5%	11,886	6.1%	
Age 35 to 39 Years	1,974	5.6%	3,797	5.4%	11,456	5.9%	
Age 40 to 44 Years	1,831	5.2%	3,665	5.2%	10,838	5.6%	
Age 45 to 49 Years	1,928	5.5%	3,815	5.5%	10,947	5.6%	
Age 50 to 54 Years	2,221	6.3%	4,401	6.3%	12,207	6.3%	
Age 55 to 59 Years	2,416	6.9%	4,767	6.8%	13,305	6.9%	
Age 60 to 64 Years	2,389	6.8%	4,754	6.8%	13,527	7.0%	
Age 65 to 74 Years	3,994	11.4%	8,046	11.5%	23,003	11.9%	
Age 75 to 84 Years	2,318	6.6%	4,490	6.4%	12,646	6.5%	
Age 85 Years or Over	1,067	3.0%	2,056	2.9%	5,807	3.0%	
Median Age	41.9		41.8		42.1		
Gender Age Distribution (2021)							
Female Population	18,078	51.4%	35,700	51.1%	96,764	49.9%	
Age 0 to 19 Years	3,967	21.9%	8,051	22.6%	21,489	22.2%	
Age 20 to 64 Years	9,882	54.7%	19,427	54.4%	51,983	53.7%	
Age 65 Years or Over	4,229	23.4%	8,222	23.0%	23,293	24.1%	
Female Median Age	43.4		43.3		44.0		
Male Population	17,112	48.6%	34,197	48.9%	97,208	50.1%	
Age 0 to 19 Years	4,036	23.6%	8,239	24.1%	22,967	23.6%	
Age 20 to 64 Years	9,926	58.0%	19,587	57.3%	56,078	57.7%	
Age 65 Years or Over	3,150	18.4%	6,371	18.6%	18,163	18.7%	
Male Median Age	40.4		40.3		40.4		

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Monroe Marketplace		5 mi radius		10 mi radius		20 mi radius	
Selinsgrove, PA 17870							
Household Income Distribution (2021)							
HH Income \$200,000 or More		528	3.8%	1,267	4.7%	3,091	4.1%
HH Income \$150,000 to \$199,999		615	4.4%	1,386	5.1%	3,355	4.4%
HH Income \$100,000 to \$149,999		1,779	12.7%	3,793	13.9%	10,515	13.8%
HH Income \$75,000 to \$99,999		2,235	15.9%	4,286	15.7%	11,138	14.7%
HH Income \$50,000 to \$74,999		2,618	18.7%	5,256	19.3%	15,238	20.1%
HH Income \$35,000 to \$49,999		1,693	12.1%	3,284	12.1%	9,873	13.0%
HH Income \$25,000 to \$34,999		1,687	12.0%	2,949	10.8%	8,023	10.6%
HH Income \$15,000 to \$24,999		1,455	10.4%	2,465	9.0%	7,072	9.3%
HH Income Under \$15,000		1,409	10.0%	2,554	9.4%	7,624	10.0%
HH Income \$35,000 or More		9,468	67.5%	19,272	70.7%	53,211	70.1%
HH Income \$75,000 or More		5,157	36.8%	10,732	39.4%	28,099	37.0%
Housing (2021)							
Total Housing Units		15,699		30,427		87,194	
Housing Units Occupied		14,018	89.3%	27,241	89.5%	75,930	87.1%
Housing Units Owner-Occupied		9,004	64.2%	18,961	69.6%	55,249	72.8%
Housing Units, Renter-Occupied		5,015	35.8%	8,280	30.4%	20,681	27.2%
Housing Units, Vacant		1,681	12.0%	3,187	11.7%	11,264	14.8%
Marital Status (2021)							
Never Married		9,909	33.1%	19,282	32.5%	48,389	29.8%
Currently Married		13,333	44.6%	28,382	47.8%	79,790	49.1%
Separated		1,076	3.6%	1,719	2.9%	5,545	3.4%
Widowed		2,218	7.4%	4,047	6.8%	11,882	7.3%
Divorced		3,369	11.3%	5,981	10.1%	16,792	10.3%
Household Type (2021)							
Population Family		25,937	73.7%	52,052	74.5%	151,297	78.0%
Population Non-Family		6,313	17.9%	11,701	16.7%	30,320	15.6%
Population Group Quarters		2,940	8.4%	6,145	8.8%	12,355	6.4%
Family Households		8,823	62.9%	17,684	64.9%	50,605	66.6%
Non-Family Households		5,196	37.1%	9,557	35.1%	25,324	33.4%
Married Couple with Children		2,165	16.2%	4,673	16.5%	13,721	17.2%
Average Family Household Size		2.9		2.9		3.0	
Household Size (2021)							
1 Person Households		4,329	30.9%	7,947	29.2%	21,402	28.2%
2 Person Households		5,030	35.9%	10,022	36.8%	27,918	36.8%
3 Person Households		2,143	15.3%	4,229	15.5%	11,892	15.7%
4 Person Households		1,619	11.6%	3,203	11.8%	8,832	11.6%
5 Person Households		616	4.4%	1,212	4.5%	3,607	4.8%
6 or More Person Households		280	2.0%	628	2.3%	2,279	3.0%
Household Vehicles (2021)							
Households with 0 Vehicles Available		1,223	8.7%	2,305	8.5%	7,214	9.5%
Households with 1 Vehicles Available		4,993	35.6%	8,832	32.4%	22,765	30.0%
Households with 2 or More Vehicles Available		7,803	55.7%	16,103	59.1%	45,951	60.5%
Total Vehicles Available		24,775		50,313		141,543	
Average Vehicles Per Household		1.8		1.8		1.9	

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Labor Force (2021)							
Estimated Labor Population Age 16 Years or Over		29,609		58,812		160,488	
Estimated Civilian Employed		16,378	55.3%	31,365	53.3%	83,839	52.2%
Estimated Civilian Unemployed		1,470	5.0%	2,648	4.5%	6,775	4.2%
Estimated in Armed Forces		26	-	31	-	142	-
Estimated Not in Labor Force		11,735	39.6%	24,769	42.1%	69,732	43.5%
Unemployment Rate		5.0%		4.5%		4.2%	
Occupation (2021)							
Occupation: Population Age 16 Years or Over		16,378		31,365		83,839	
Management, Business, Financial Operations		1,719	10.5%	3,671	11.7%	9,447	11.3%
Professional, Related		3,293	20.1%	6,917	22.1%	16,921	20.2%
Service		3,334	20.4%	5,983	19.1%	16,121	19.2%
Sales, Office		3,318	20.3%	6,208	19.8%	15,664	18.7%
Farming, Fishing, Forestry		76	0.5%	192	0.6%	752	0.9%
Construct, Extraction, Maintenance		1,140	7.0%	2,451	7.8%	7,950	9.5%
Production, Transport Material Moving		3,498	21.4%	5,943	18.9%	16,983	20.3%
White Collar Workers		8,330	50.9%	16,797	53.6%	42,032	50.1%
Blue Collar Workers		8,049	49.1%	14,568	46.4%	41,807	49.9%
Consumer Expenditure (2021)							
Total Household Expenditure		\$797.11 M		\$1.61 B		\$4.4 B	
Total Non-Retail Expenditure		\$420.41 M	52.7%	\$850.53 M	52.7%	\$2.32 B	52.7%
Total Retail Expenditure		\$376.7 M	47.3%	\$762.41 M	47.3%	\$2.08 B	47.3%
Apparel		\$27.64 M	3.5%	\$56.08 M	3.5%	\$152.55 M	3.5%
Contributions		\$25.42 M	3.2%	\$52 M	3.2%	\$141.03 M	3.2%
Education		\$22.08 M	2.8%	\$45.56 M	2.8%	\$122.51 M	2.8%
Entertainment		\$44.42 M	5.6%	\$90.45 M	5.6%	\$246.15 M	5.6%
Food and Beverages		\$118.22 M	14.8%	\$238.52 M	14.8%	\$651.37 M	14.8%
Furnishings and Equipment		\$27.65 M	3.5%	\$56.29 M	3.5%	\$153.26 M	3.5%
Gifts		\$18.89 M	2.4%	\$38.7 M	2.4%	\$104.84 M	2.4%
Health Care		\$69.38 M	8.7%	\$139.79 M	8.7%	\$382.85 M	8.7%
Household Operations		\$31.07 M	3.9%	\$63.08 M	3.9%	\$171.73 M	3.9%
Miscellaneous Expenses		\$15.04 M	1.9%	\$30.51 M	1.9%	\$83.16 M	1.9%
Personal Care		\$10.71 M	1.3%	\$21.67 M	1.3%	\$59.06 M	1.3%
Personal Insurance		\$5.44 M	0.7%	\$11.17 M	0.7%	\$30.32 M	0.7%
Reading		\$1.75 M	0.2%	\$3.54 M	0.2%	\$9.64 M	0.2%
Shelter		\$168.25 M	21.1%	\$339.47 M	21.0%	\$925.15 M	21.0%
Tobacco		\$5.19 M	0.7%	\$10.24 M	0.6%	\$28.21 M	0.6%
Transportation		\$145.2 M	18.2%	\$294.12 M	18.2%	\$802.91 M	18.3%
Utilities		\$60.75 M	7.6%	\$121.76 M	7.5%	\$334 M	7.6%
Educational Attainment (2021)							
Adult Population Age 25 Years or Over		24,236		47,387		136,824	
Elementary (Grade Level 0 to 8)		673	2.8%	1,432	3.0%	5,539	4.0%
Some High School (Grade Level 9 to 11)		1,809	7.5%	3,495	7.4%	10,882	8.0%
High School Graduate		11,050	45.6%	20,266	42.8%	61,558	45.0%
Some College		3,122	12.9%	5,909	12.5%	17,485	12.8%
Associate Degree Only		2,136	8.8%	4,075	8.6%	11,391	8.3%
Bachelor Degree Only		3,474	14.3%	7,060	14.9%	18,087	13.2%
Graduate Degree		1,972	8.1%	5,150	10.9%	11,882	8.7%

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Units In Structure (2021)							
1 Detached Unit		8,861	63.3%	18,879	70.3%	53,557	70.6%
1 Attached Unit		1,678	12.0%	2,301	8.6%	7,368	9.7%
2 to 4 Units		1,610	11.5%	2,524	9.4%	5,719	7.5%
5 to 9 Units		319	2.3%	817	3.0%	1,894	2.5%
10 to 19 Units		113	0.8%	216	0.8%	565	0.7%
20 to 49 Units		293	2.1%	431	1.6%	916	1.2%
50 or More Units		571	4.1%	724	2.7%	1,442	1.9%
Mobile Home or Trailer		573	4.1%	1,338	5.0%	4,454	5.9%
Other Structure	-	-	-	11	-	15	-
Homes Built By Year (2021)							
Homes Built 2010 or later		355	2.5%	840	3.1%	2,367	3.1%
Homes Built 2000 to 2009		931	6.7%	2,222	8.3%	6,282	8.3%
Homes Built 1990 to 1999		1,232	8.8%	2,596	9.7%	7,560	10.0%
Homes Built 1980 to 1989		1,134	8.1%	2,692	10.0%	7,662	10.1%
Homes Built 1970 to 1979		2,336	16.7%	4,466	16.6%	12,174	16.0%
Homes Built 1960 to 1969		1,633	11.7%	3,045	11.3%	7,734	10.2%
Homes Built 1950 to 1959		1,724	12.3%	2,863	10.7%	7,080	9.3%
Homes Built Before 1949		4,674	33.4%	8,516	31.7%	25,069	33.0%
Home Values (2021)							
Home Values \$1,000,000 or More		30	0.3%	147	0.8%	420	0.8%
Home Values \$500,000 to \$999,999		161	1.8%	436	2.3%	1,468	2.7%
Home Values \$400,000 to \$499,999		152	1.7%	543	2.9%	1,408	2.5%
Home Values \$300,000 to \$399,999		387	4.3%	1,269	6.7%	3,510	6.4%
Home Values \$200,000 to \$299,999		1,786	19.8%	4,269	22.5%	11,692	21.2%
Home Values \$150,000 to \$199,999		2,057	22.8%	4,294	22.6%	10,733	19.4%
Home Values \$100,000 to \$149,999		1,836	20.4%	3,590	18.9%	10,678	19.3%
Home Values \$70,000 to \$99,999		1,394	15.5%	2,272	12.0%	6,595	11.9%
Home Values \$50,000 to \$69,999		526	5.8%	934	4.9%	3,285	5.9%
Home Values \$25,000 to \$49,999		477	5.3%	766	4.0%	3,172	5.7%
Home Values Under \$25,000		198	2.2%	442	2.3%	2,287	4.1%
Owner-Occupied Median Home Value		\$156,506		\$173,420		\$160,746	
Renter-Occupied Median Rent		\$596		\$603		\$587	
Transportation To Work (2021)							
Drive to Work Alone		12,243	78.3%	23,075	77.3%	64,989	79.1%
Drive to Work in Carpool		1,314	8.4%	2,262	7.6%	7,799	9.5%
Travel to Work by Public Transportation		26	0.2%	48	0.2%	326	0.4%
Drive to Work on Motorcycle		6	-	9	-	22	-
Walk or Bicycle to Work		951	6.1%	2,200	7.4%	4,019	4.9%
Other Means		102	0.7%	159	0.5%	526	0.6%
Work at Home		995	6.4%	2,105	7.0%	4,524	5.5%
Travel Time (2021)							
Travel to Work in 14 Minutes or Less		6,580	42.1%	11,807	39.5%	27,640	33.6%
Travel to Work in 15 to 29 Minutes		5,444	34.8%	10,303	34.5%	28,248	34.4%
Travel to Work in 30 to 59 Minutes		2,614	16.7%	5,416	18.1%	17,985	21.9%
Travel to Work in 60 Minutes or More		819	5.2%	1,738	5.8%	5,421	6.6%
Average Minutes Travel to Work		16.0		16.7		19.2	